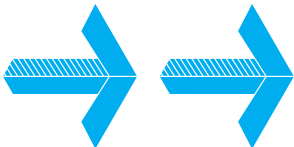




Go Further

*Go Further with Ford*

# Decoding Design





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# Decoding Design

Creating unique and meaningful experiences is at the heart of design today. Whether it's a car, phone or computer, consumers put a premium on ease of use, functionality and overall emotional connection, as well as aesthetics.

Solutions for how consumers interact with a product – the way technology is integrated to allow the most effective usability and the highest degree of satisfaction – are what elevate design beyond art. Ultimately, design doesn't just make things beautiful, it makes them work.

Decoding Design explores those brands, products and designers that are leading the way to seamlessly crack this code for customers – not only to create lasting relationships, but also to have a positive impact on people's lives.

Great design intrigues you, captivates you. It creates great expectations that begin with a look and culminate with a touch. Great design begins with a single note and culminates in a crescendo of emotion.

## **SPEAKERS**

**GADI AMIT**

*Founder, NewDealDesign*

**MORAY CALLUM**

*Vice president, Design, Ford Motor Company*

**JANE MCGONIGAL**

*Game designer, inventor and author*

**ROBERT TERCEK**

*Interactive content creator*





# Gadi Amit

*Founder, NewDealDesign*



**Gadi Amit is a San Francisco-based designer responsible for some of the most innovative and lasting technology devices created over the last decade.**

The creative lead and founder of NewDealDesign, Amit was honored with the 2013 National Design Award for his commitment to crafting delightful and workable solutions for real people. His projects include the Fitbit line of wearable devices, the Ara Modular phone, the Lytro Light Field Camera, Sproutling and Whistle.

Working from the inside out, Amit blends the practical with the magical to disrupt markets for global brands and turn startups into success stories. He was named one of the “1000 Most Creative People” by Fast Company magazine in 2014 and

a “Master of Design” in 2010. Amit and his team have earned more than 100 design awards.

“Good happens here” is part of the manifesto at NewDealDesign. The company seeks to bring “the unknown to life, delightfully” and to spark “life to dreams, crafting visions into reality.” NewDealDesign, through “hearts and hands,” looks to make “the plausible possible.”

Amit regularly speaks at conferences and contributes to top media publications worldwide.



# Moray Callum

*Vice president, Design, Ford Motor Company*



In his role as vice president of Design for Ford Motor Company, Moray Callum leads the design of all concept and production vehicles for the Ford and Lincoln brands globally. He has held the position since Jan. 1, 2014, reporting to Raj Nair, group vice president, Global Product Development.

Beginning in 2006, as executive director of Design for The Americas, Callum had overall responsibility for the design of all cars and trucks created in Ford's North America and South America studios, as well as all Lincoln products. His successes include the new Ford Fusion, Explorer, Mustang, EcoSport and Lincoln MKZ.

From 2001 to 2006, Callum led the design transformation for Mazda. Based in Japan, he brought to life a new generation of Mazda vehicles, including the iconic MX-5 sports car and CX-7 crossover, along with the spirited Mazda2, Mazda3, Mazda5 and Mazda6 lines.

Callum joined Ford in 1995. He designed key North American products like the 2000 Ford Taurus and last-generation Ford Super Duty.

His international design career started in 1982, when he began working for Chrysler Corporation, U.K., and PSA Peugeot Citroën on passenger and commercial vehicles. In 1988, he joined Ghia SpA as a consultant designer, where his work included the reveal of the Ford Ghia Via concept vehicle in 1989.

Callum graduated from Napier University in Edinburgh with a bachelor's degree in industrial design. He holds a master's in transportation design from Royal College of Art in London.



# Jane McGonigal

*Game designer, inventor and author*



Jane McGonigal is a leading speaker on the engagement economy and applying game design to the real world. She has created games for the World Bank, the Olympic Games, the American Heart Association and New York Public Library. Her book, “Reality Is Broken: How Games Make Us Better and How They Can Change the World,” is a New York Times best seller.

In this engaging, forward-thinking book, McGonigal makes the case that the gamer spirit – an attitude of fun, dedicated, collective problem-solving – is our greatest asset as we face the social, economic and environmental problems of today. She argues that game designers are effectively happiness engineers, experts in making difficult tasks engaging, and that we should draw on their smarts as we frame the challenges of our time.

McGonigal herself is a specialist in this field, designing alternate-reality games where a real-life activity is reframed as a game. Players overcome challenges through

persistence, energy, collaborative creativity and a sense of purpose in hard work.

McGonigal brought gaming to the health care space. Her best-known project is SuperBetter – a mobile app and Web-based game that helps individuals address personal health challenges including depression, anxiety, chronic pain and stress reduction, and get support from their real-life friends and family.

She is an adviser and affiliate researcher with the Institute for the Future in Palo Alto, California.



# Robert Tercek

*Interactive content creator*



Robert Tercek is one of the world's most prolific creators of interactive content. He has created breakthrough entertainment experiences on every digital platform, including satellite television, game consoles, broadband Internet, interactive television and mobile networks. His expertise spans television, telecommunications and software.

In 2009, Tercek was named one of the "25 Executives to Watch" by Digital Media Wire. Variety named him one of the "Digital Dozen" most influential players in new media. The Industry Standard dubbed him a "TV Anarchist."

His 22-year career is marked by several milestones – the first multichannel television service in Asia (STAR TV in 1991); first multiplayer Java games on the Web (Sony, 1997); first interactive game shows on U.S. television (Sony, 1999); world's first streaming video service on mobile phones (PacketVideo and NTT DoCoMo's V-Live, 2001); largest

audience for live interactive video events on the Web (Oprah Winfrey's 2009 webcasts); most popular free book download in history (Suze Orman on oprah.com, 2009).

Tercek has served in executive leadership roles at major media companies, most recently as president, Digital Media at OWN: The Oprah Winfrey Network; senior vice president, Digital Media at Sony Pictures Entertainment; and as creative director at MTV: Music Television. He cofounded five startup ventures, including 7th Level, which went public in 1993.